



Warning! The “4th-Quarter-Slide” is almost upon you! Don’t get caught with your...

Fact: Whether you want to confront or just pretend it’s not going to happen again this year, **80% of practices will experience a drastic drop-off in business starting this upcoming September long weekend.** How long does this drop last? Left to it’s own devices, this slide typically lasts a good 3-4 months, finally picking up in early to mid-spring? The result: **Untold lost thousands of dollars of income** and a practice that may have to dig into reserves and credit lines to pay suppliers and make payroll. Stressful? You bet.

So what can be done about it? Lots!

- 1. Take a positive pro-active approach to promoting high standards of pet care** to your community. You will need to take on a professional marketing approach to your practice and reach out to clients where you may not have in the past. Unprofessional? Sure, if *done* unprofessional, but don’t do that! Your marketing reflects who and what you are. So everything that goes out to your community *must* be as professional as you are. Hire a professional marketing firm if you need to.
- 2. Start promoting NOW.** It typically can take up to 6-weeks to see a response to your marketing. Don’t expect instantaneous increase in clients coming in.
- 3. Make a marketing plan.** The old business adage “If you fail to plan - you plan to fail” is never more true than in the next coming months. Make a marketing plan that includes promotions to both new and existing clients and something that focuses on your profitable back-end services such as dental exams and cleaning, geriatric pet wellness work ups, etc...
- 4. Activate your existing clients** by scanning your data base for any client who has not been in within the last 12 months, create a script, and call them up!

Questions? Give me a call.

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